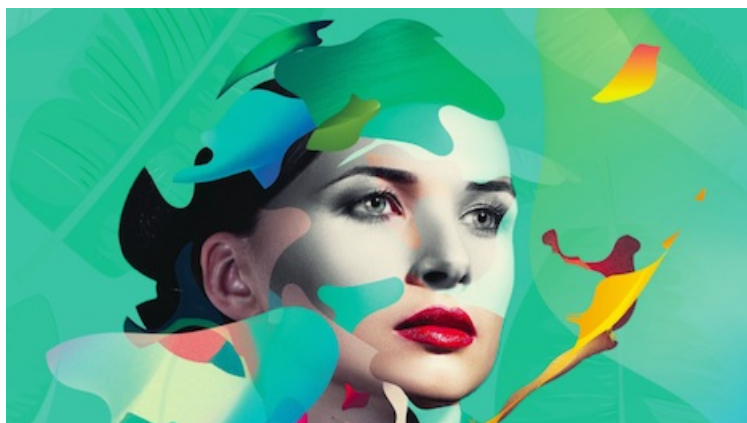


MEDIA/PUBLISHING

Penske Media continues global expansion via brand licensing agreements

April 10, 2018



Penske's brand expansion includes new launches in Brazil and Sweden. Image credit: Muse

By STAFF REPORTS

Penske Media Corporation, the owner of Women's Wear Daily, Variety and Robb Report, is expanding its global efforts at branded licensing agreements for its publications.

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The majority of new licensing agreements pursued by the publisher will be outside the United States as Penske looks to grow internationally. The publisher has already lined up brand launches in Sweden, Brazil and the U.K. in 2017.

"Penske Media houses iconic brands with remarkable global appeal and I could not be more thrilled to steer the worldwide expansion," said Kevin LaBonge, vice president of global partnerships and licensing at Penske Media, in a statement. "There's tremendous opportunity to extend our portfolio beyond pages and screens, innovating to introduce global audiences to our portfolio through interesting products and partnerships worthy of our rich legacy."

Global expansion

Penske is one of the major players in the luxury publishing world.

From Robb Report to Variety to the recently-acquired Rolling Stone, Penske owns a number of brands that feature advertising from some of the top luxury brands.

But until now the publisher has been most prevalent in the U.S. Penske is trying to change that as it expands its brand acquisitions to outside of the country.



Penske Media's Kevin LaBone. Image credit: Penske

Among Penske's many brands, the publisher produces around 750 unique articles per month outside the U.S. As its expansion efforts continue, Penske is hoping to make that number go up even higher.

Penske is looking to use its presence in major luxury centers such as London, Paris and Milan to create even more opportunities for brand partners, especially ones that make use of the publisher's large photography resources, which produce up to 10,000 images daily.

Early last year, Penske acquired Robb Report, a major luxury publication. Robb Report was an essential early building block of Penske's international expansion plans.

Taking Robb Report's existing infrastructure in technology, analytics and digital, Penske is looking to bolster the magazine's global reach and subscription rate across channels. Currently, Robb Report has 17 international editions and publishes in nine languages, including recent launches in Britain and Germany ([see story](#)).

Now, the publisher is hoping to continue that trend through the rest of 2018.

"PMC has a tradition of investing in and prioritizing content quality above all else, and our approach to international development will maintain this best-in-class approach," Mr. LaBonge said.

"We know our brands' collective heritage has great impact on audiences all over the world," he said. "However, we know straight translating is not enough and careful considerations must be made to connect audiences with content that is localized to its market."